



City of San Diego  
Office of Council President Tony Young,  
**MEDIA ADVISORY**

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**San Diego Restaurant Week Kick-Off Event Feeds Hungry Children**  
City leaders join 50 local chefs to support Food 4 Kids Backpack program

**WHAT:** City leaders and top local chefs are gathering aboard the USS Midway to launch a public awareness campaign and fundraising event to help end childhood hunger in San Diego communities.

They will be donning backpacks stuffed with kid-friendly food and announcing the first-ever “first taste” San Diego Restaurant Week kick-off event benefitting the Jacobs & Cushman San Diego Food Bank’s Food 4 Kids Backpack Program.

A portion of the proceeds from the #SDRWTaste2012 (Friday, Sept 14 from 5 to 9 p.m. at the Broadway Pier) will be donated to this vital program that provides weekend food to chronically hungry students at 29 elementary schools throughout the county.

**WHEN:** **Thursday, Sept. 13 at 10:30 p.m.**

**WHERE:** Deck of the USS Midway Aircraft Museum  
910 N. Harbor Drive  
San Diego, CA 92132

**WHO:** San Diego Mayor Jerry Sanders;  
San Diego City Council President Tony Young;  
J. Scofield Hage, Jacobs & Cushman San Diego Food Bank;  
Mike Morton Jr., California Restaurant Association; and  
50 of the region’s most talented chefs and prominent restaurateurs.

**WHY:** There is an epidemic of childhood hunger in America with an estimate 1 in 5 kids living in households that struggle to put food on their table. In San Diego, teachers regularly see kids who come to school hungry and often behave and perform poorly because they aren’t getting enough food to eat at home.

Concerned about this serious food insecurity among our students, local government officials and restaurant industry leaders are stirring up ways to ensure that no kid goes hungry, including providing more weekend food backpacks.

**HOW:**

Overseen by the Jacobs & Cushman San Diego Food Bank, this program has loaded needy students' backpacks with food on Fridays since 2006. The nutritious, kid-friendly snacks and meals prevent weekend hunger spikes when students are away from school cafeterias and regular meals. Kids enrolled in the backpack program usually also get weekday breakfasts and lunches from their local schools.

San Diego Restaurant Week (which runs Sept. 16 – 21) will be donating 10 percent of each ticket sold to #SDRWTaste2012 to feed needy children on weekends.

**Visuals/Interviews:**

- Chefs stuffing weekend backpacks with healthy food;
- Food Bank and city officials describing chronic hunger issues and need for weekend food backpacks for local children;
- Restaurant association leaders pledging to support feeding program.
- Preview of upcoming San Diego Restaurant Week events and activities.